

CREATIVE BRIEF

PROJECT: The Y Fundraiser T-shirt Design

OVERVIEW: The Y is a non-profit community-centered Christian organization that has existed for nearly 160 years. Using the brief everyone should have the opportunity to learn, grow and thrive, the Y tries to bring people together in local communities for lasting, meaningful change. The Y's areas of focus include youth development, healthy living and social responsibility. Strong diversity and inclusion practices are paramount for the Y.

For more background and information regarding the Y nationwide, go to: ymca.net

The Vincennes Y provided services for the community that are different from many other Y's around the country. There are three main entities of the local Y: the **YMCA**, the **Bettye J. McCormick Senior Center** and the **VanGo Public Transportation**.

The local YMCA offers a variety of programs and services, including:

- Child Care, including day care and babysitting services
- Gymnastics and Martial Arts Programs
- Health and Wellness and Group Fitness Programs
- Basketball, Racquetball Courts, Rec Room, Arts & Crafts Facilities
- Swim Lessons and Water Therapy

The Bettye J. McCormick Senior Center offers

- Adult Day Care
- Reduced Cost Lunch
- Recreation Programs
- Woodworking Shop

The VanGo service provides transportation during the workweek to anyone, no matter age or abilities. Drivers provide assistance for those who need it getting to and from the van.

For more information about the local services provided by the Vincennes Y, go to: vincennesymca.com

TACTIC: Design a t-shirt that is specific to the services and facilities of the Vincennes Y. The shirts will be used as a fundraising tool for the Vincennes Y.

TARGET AUDIENCE: Everyone in the Vincennes, Knox County and surrounding communities, such as Lawrenceville, IL – ages from small children to senior citizens, male and female.

STRATEGY: Create concepts for a t-shirt design that will be used for fundraising purposes for the benefit of the Vincennes Y. The shirt should be unique to the local, not a generic Y shirt. The client has expressed that they could easily order the generic shirts from the national Y office, but they want something more unique to the Vincennes Y.

The shirt design should be appealing to a variety of people within the community – appealing enough to make them willing to spend money to purchase the shirts. The shirt design should suggest the nature of the Y and its local services, as well as having a local Vincennes look and flavor. The design must visually communicate the nature of the local programs provided, along with the wider goals and areas of focus of the Y as a national organization. Research of the Y services and the community is indicated.

The official Y logo must be integrated into the design. Strict adherence the Y brand must be observed. The Y's graphics standards guide that outlines the brand and logo usage requirements is provided. This document must be reviewed and understood before the design can begin. Vector art of the Y logo and the brand-specific font, Cachet, is provided in three different weights as TTF files are also provided. These fonts are to be used only for this project. They are not allowed for use on any other projects.

The design can be full color, but could also be more limited in colors. The shirts may be white, light or dark colors. The design could be made to versatile enough to work on multiple colors as past of the options suggested to the client. The design should be large enough to be visible and have impact on the shirts.

The final presentation should include shirt colors and placement and size of design on the shirts. Presentation will be made to the client: Bridgett Bilskie, Marketing and Membership Director of the Vincennes Y. Date, time and location of the presentation will be announced at a later date.